

Registration number: 02648340

**ALISON PRICE AND COMPANY LIMITED**  
Annual Report and Financial Statements  
for the Year Ended 31 March 2021



**BREBNERS**  
Chartered Accountants & Statutory Auditor  
1 Suffolk Way  
Sevenoaks  
Kent  
TN13 1YL

**ALISON PRICE AND COMPANY LIMITED**

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## ALISON PRICE AND COMPANY LIMITED

### Company Information

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|                          |   |
|--------------------------|---|
| <b>Directors</b>         | T P Stevens<br>A J Kelly  |
| <b>Registered office</b> | Units 3-4 Trade City, Avro Way<br>Brooklands Business Park<br>Weybridge<br>Surrey<br>KT13 0YF           |
| <b>Auditor</b>           | Brebners<br>Chartered Accountants & Statutory Auditor<br>1 Suffolk Way<br>Sevenoaks<br>Kent<br>TN13 1YL |

**ALISON PRICE AND COMPANY LIMITED****Statement of Financial Position as at 31 March 2021**

|   | Note | 2021<br>£        | 2020<br>£      |
|---|------|------------------|----------------|
| <b>Fixed assets</b>                                   |      |                  |                |
| Tangible assets                                       | 5    | 94,286           | 119,364        |
| <b>Current assets</b>                                 |      |                  |                |
| Stocks  | 6    | 38,091           | 57,406         |
| Debtors   | 7    | 52,551           | 311,536        |
| Cash at bank and in hand                              |      | 16,126           | 267,651        |
|   |      | 106,768          | 636,593        |
| <b>Creditors: Amounts falling due within one year</b> | 8    | (548,026)        | (526,151)      |
| <b>Net current (liabilities)/assets</b>               |      | <b>(441,258)</b> | <b>110,442</b> |
| <b>Total assets less current liabilities</b>          |      | <b>(346,972)</b> | <b>229,806</b> |
| <b>Provisions for liabilities</b>                     |      | -                | (19,399)       |
| <b>Net (liabilities)/assets</b>                       |      | <b>(346,972)</b> | <b>210,407</b> |
| <b>Capital and reserves</b>                           |      |                  |                |
| Called up share capital                               |      | 35,713           | 35,713         |
| Retained earnings                                     |      | (382,685)        | 174,694        |
| <b>Shareholders' (deficit)/funds</b>                  |      | <b>(346,972)</b> | <b>210,407</b> |

These financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006 and in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

19-Jul-22

Approved and authorised by the Board on ..... and signed on its behalf by:

*Mr T P Stevens*

T P Stevens  
Director

*Alexander Kelly*

A J Kelly  
Director

Company registration number: 02648340

The notes on pages 3 to 7 form an integral part of these financial statements.

## **ALISON PRICE AND COMPANY LIMITED**

### **Notes to the Financial Statements for the Year Ended 31 March 2021**

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#### **1 GENERAL INFORMATION**

The company is a private company limited by share capital, incorporated in England and Wales.

The address of its registered office is:

Units 3-4 Trade City, Avro Way  
Brooklands Business Park  
Weybridge  
Surrey  
KT13 0YF

The principal activity of the company is that of catering services for events

#### **2 AUDIT REPORT**

The Independent Auditor's Report was qualified. Due to the effect of the COVID-19 pandemic on the company's business, the Auditor did not observe the counting of physical inventories at the year end. The Auditor was unable to satisfy themselves by alternative means concerning the inventory quantities held at 31 March 2021 which are included in the statement of financial position of £38,091, by using other audit procedures. Consequently the Auditor was unable to determine whether any adjustment to this amount at 31 March 2021 was necessary. The name of the Senior Statutory Auditor who signed the audit report on 19-Jul-22..... was Martin Widdowson, who signed for and on behalf of Brebners.

#### **3 ACCOUNTING POLICIES**

##### **Statement of compliance**

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

##### **Basis of preparation**

These financial statements have been prepared using the historical cost convention except any items disclosed in the accounting policies as being shown at fair value and are presented in sterling, which is the functional currency of the entity.

## **ALISON PRICE AND COMPANY LIMITED**

### **Notes to the Financial Statements for the Year Ended 31 March 2021**

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#### **Going concern**

The company made a loss for the year ended 31 March 2021 and had net liabilities at that date of £346,972.

The directors have considered the effect of the ongoing COVID-19 pandemic and have ensured suitable measures have been put in place to ensure the company will continue to be able to manage the impact Covid 19 has had on the events industry. Although the directors project a loss for the year ended 31 March 2022, it is forecast that the company will return to profitability in the following year. The company also entered into a payment agreement with HMRC to repay its outstanding liabilities which the company continues to meet.

The directors have prepared forecasts for a period exceeding 12 months from the date of approval of the financial statements which demonstrate the company has sufficient working capital. Following the lifting of all COVID restrictions early in 2022 confidence has returned to the events industry and there has been a significant increase in demand for the company's services at weddings and other events. Bookings and contracted events for 22/23 are currently in excess of forecasts. The parent company has indicated its continuing support of the company and has provided additional working capital during the year ended 31 March 2022 of £600k.

On the basis of the above, and after making enquiries, the directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, the directors continue to adopt the going concern basis in preparing the financial statements.

#### **Revenue recognition**

Turnover comprises the fair value of the consideration received or receivable for the provision of services in the ordinary course of the company's activities. Turnover is shown net of value added tax, returns, rebates and discounts.

The company recognises turnover on the date of completion of the event when the company becomes entitled to economic benefit.

#### **Government grants**

Grants are accounted for under the accruals model. Grants of a revenue nature are recognised in other income in the same period as related expenditure.

#### **Tax**

The tax expense for the period comprises deferred tax. Tax is recognised in profit or loss, except that a charge attributable to an item of income or expense recognised as other comprehensive income is also recognised directly in other comprehensive income.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the reporting date in the countries where the company operates and generates taxable income.

Deferred tax is recognised in respect of all timing differences between taxable profits and profits reported in the financial statements.

Unrelieved tax losses and other deferred tax assets are recognised when it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date and that are expected to apply to the reversal of the timing difference.

## ALISON PRICE AND COMPANY LIMITED

### Notes to the Financial Statements for the Year Ended 31 March 2021

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#### Tangible assets

Tangible assets are stated in the statement of financial position at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

The cost of tangible assets includes directly attributable incremental costs incurred in their acquisition and installation.

#### Depreciation

Depreciation is charged so as to write off the cost of assets, other than land and properties under construction over their estimated useful lives, as follows:

| Asset class                     | Depreciation method and rate        |
|---------------------------------|-------------------------------------|
| Leasehold improvements          | Over period of the lease (20 years) |
| Plant and machinery             | 25% reducing balance                |
| Furniture, fittings & equipment | 33% reducing balance                |
| Motor vehicles                  | 15% and 25% reducing balance        |

#### Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

#### Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost is determined using the first-in, first-out (FIFO) method.

The cost of finished goods and work in progress comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the inventories to their present location and condition. At each reporting date, stocks are assessed for impairment. If stocks are impaired, the carrying amount is reduced to its selling price less costs to complete and sell; the impairment loss is recognised immediately in profit or loss.

#### Share capital

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

#### Defined contribution pension obligation

A defined contribution plan is a pension plan under which fixed contributions are paid into a pension fund and the company has no legal or constructive obligation to pay further contributions even if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised as employee benefit expense when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

#### 4 STAFF NUMBERS

The average number of persons employed by the company during the year, was 33 (2020 - 69).

# ALISON PRICE AND COMPANY LIMITED

## Notes to the Financial Statements for the Year Ended 31 March 2021

### 5 TANGIBLE ASSETS

|                          | Leasehold<br>improvements<br>£ | Furniture,<br>fittings<br>and<br>equipment<br>£ | Motor<br>vehicles<br>£ | Plant and<br>machinery<br>£ | Total<br>£       |
|--------------------------|--------------------------------|---|------------------------|-----------------------------|------------------|
| <b>Cost or valuation</b> |                                |   |                        |                             |                  |
| At 1 April 2020          | 528,699                        | 260,374   | 144,768                | 401,726                     | 1,335,567        |
| Additions                | -                              | -   | -                      | 199                         | 199              |
| At 31 March 2021         | <u>528,699</u>                 | <u>260,374</u>                                  | <u>144,768</u>         | <u>401,925</u>              | <u>1,335,766</u> |
| <b>Depreciation</b>      |                                |   |                        |                             |                  |
| At 1 April 2020          | 528,699                        | 209,218   | 131,404                | 346,882                     | 1,216,203        |
| Charge for the year      | -                              | 8,192   | 3,341                  | 13,744                      | 25,277           |
| At 31 March 2021         | <u>528,699</u>                 | <u>217,410</u>                                  | <u>134,745</u>         | <u>360,626</u>              | <u>1,241,480</u> |
| <b>Carrying amount</b>   |                                |   |                        |                             |                  |
| At 31 March 2021         | <u>-</u>                       | <u>42,964</u>                                   | <u>10,023</u>          | <u>41,299</u>               | <u>94,286</u>    |
| At 31 March 2020         | <u>-</u>                       | <u>51,156</u>                                   | <u>13,364</u>          | <u>54,844</u>               | <u>119,364</u>   |

### 6 STOCKS

|       | 2021<br>£     | 2020<br>£     |
|-------|---------------|---------------|
| Stock | <u>38,091</u> | <u>57,406</u> |

### 7 DEBTORS

|                                    | 2021<br>£     | 2020<br>£      |
|------------------------------------|---------------|----------------|
| Trade debtors                      | 18,495        | 98,420         |
| Amounts owed by group undertakings | 20,269        | 106,380        |
| Prepayments                        | 12,618        | 64,302         |
| Other debtors                      | <u>1,169</u>  | <u>42,434</u>  |
|                                    | <u>52,551</u> | <u>311,536</u> |

# ALISON PRICE AND COMPANY LIMITED

## Notes to the Financial Statements for the Year Ended 31 March 2021

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### 8 CREDITORS

Creditors: amounts falling due within one year

|                              | 2021<br>£      | 2020<br>£      |
|------------------------------|----------------|----------------|
| Trade creditors              | 115,282        | 250,138        |
| Taxation and social security | 338,452        | 130,197        |
| Other creditors              | 94,292         | 145,816        |
|                              | <u>548,026</u> | <u>526,151</u> |

### 9 RELATED PARTY TRANSACTIONS

Exemption has been taken under FRS 102 Paragraph 1AC.35 not to disclose transactions or amounts falling due with companies that are wholly owned within the group.

### 10 RELATIONSHIP BETWEEN ENTITY AND PARENTS

The parent of the smallest group preparing group accounts including the results of the company is headed by Eventist Group Limited.

The registered address of Eventist Group Limited is Unit 3 and 4 Trade City, Avro Way, Brooklands Business Park, Weybridge, KT13 0YF